

Eat  
**SCOTTISH  
SHELLFISH**

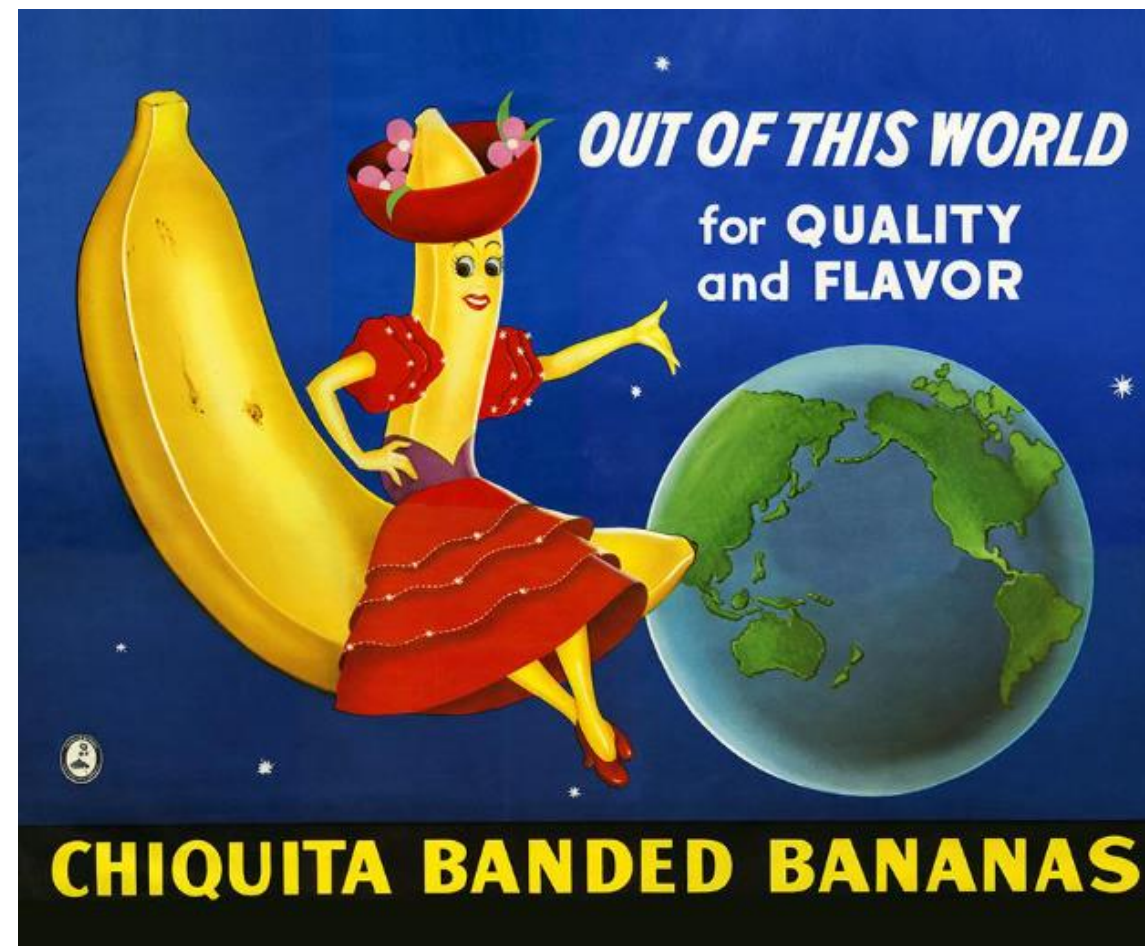


**COLLABORATING  
FOR GROWTH**

ASSG  
ANNUAL CONFERENCE  
2025



# Eat SCOTTISH SHELLFISH



# COLLABORATION DONE WELL



**Eat**  
**SCOTTISH**  
**SHELLFISH**

## **HOW DOES THIS RELATE TO SHELLFISH?**

- **Safeguard brand 'Scotland' to premiumise**
- **Align our messaging for a stronger voice.**
- **A compelling story creates emotional connection**
- **Storytelling and education can create new habits**

# Eat SCOTTISH SHELLFISH

## TELLING OUR STORY

- Commissioned PR agency to help refine our message
- Media ready food photography created for press packs
- Oyster & Mussels Masterclass - Billingsgate (selected guests)
- Media gift bags - including a shucking knife made from ocean plastic
- Oyster shucking from the Oyster Meister !
- Mussel pots with craft beer pairings
- Guest speakers advocating our key messages

Loren Hiller, Commercial Manager MSC

Konstancja Wozniacka - Seafish Eco Services Researcher

Baukje De Roos, Professor of Nutrition, Rowlette Institute

Sue McKenzie, President of the National Federation of Fishmongers

# Eat SCOTTISH SHELLFISH

Save the Date!

## SUSTAINABLE BY NATURE: THE SCOTTISH SHELLFISH STORY

An immersive showcase for media, influencers, and stakeholders, highlighting the sustainability, health, and culinary excellence of Scottish farmed shellfish.

THURSDAY, 5TH  
MARCH 2026

5PM – 7PM

✓ Tasting

✓ Oyster Shucking

✓ Guest Speakers

✓ Media packs

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Scotland House,  
Victoria Embankment.  
London

Register at Eventbrite



# Eat SCOTTISH SHELLFISH

## CONSUMER INSIGHTS

They want to eat more seafood (MSC)

77% of households stick to the same 2-3 species when it comes to seafood\*\*

Shoppers are seeking premium and are willing to pay more\*\*

54% are regular purchasers\*

42% bought prawns but not mussels\*

\*SSMG Market Research

\*\*The Knowledge Bank

Provenance

Storytelling

Emotional  
connection





# Eat SCOTTISH SHELLFISH

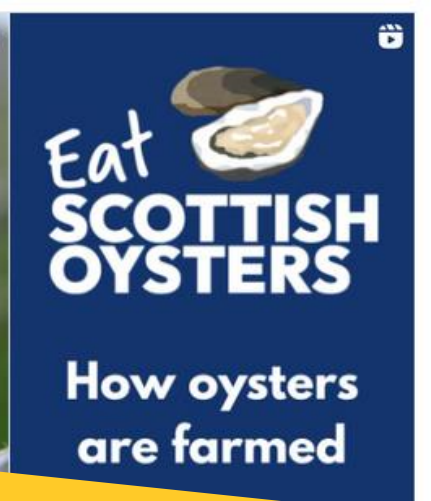
## DIGITAL STORYTELLING & CONTENT CREATION



Experiential



Story-telling



Emotional  
connection



Advocacy

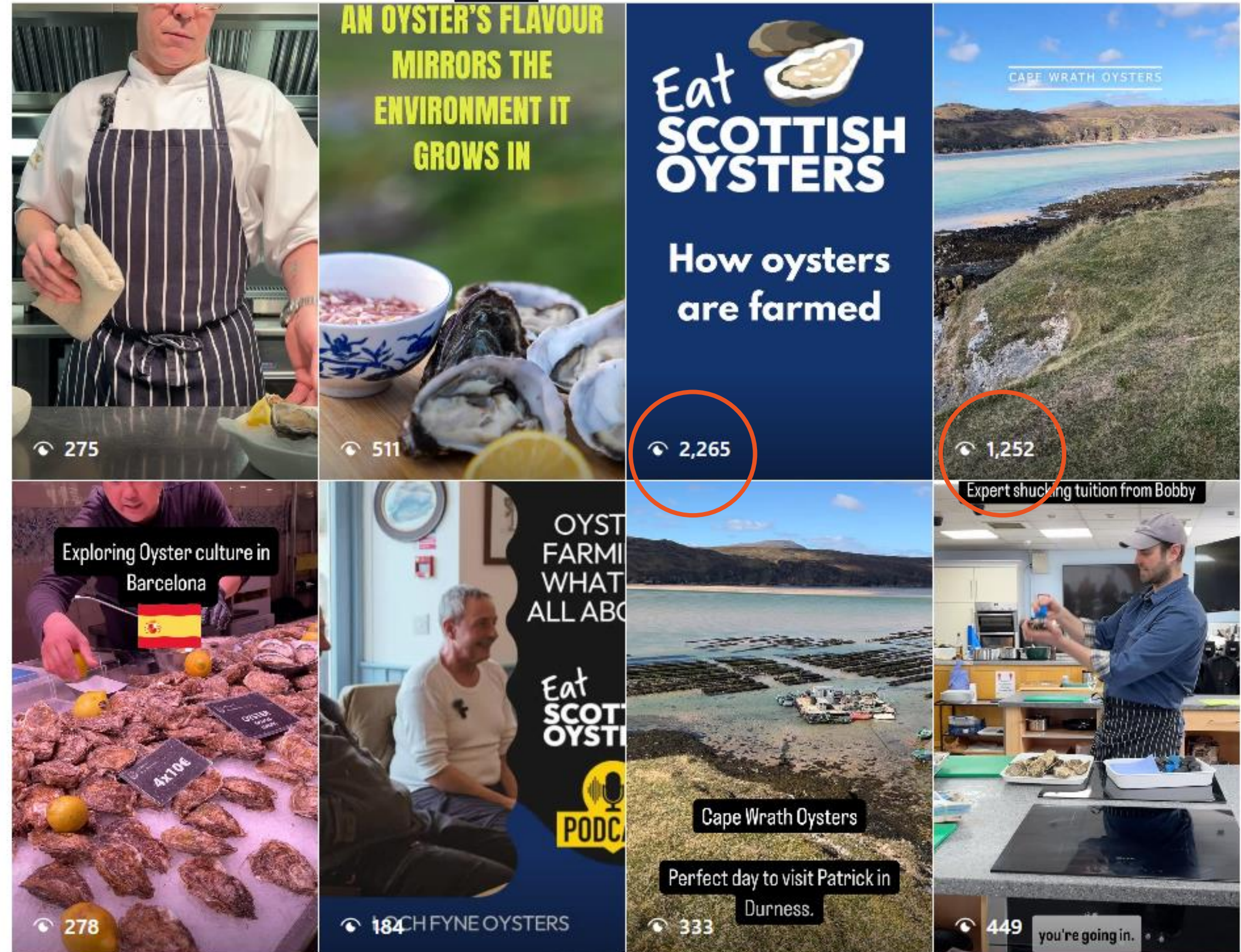


# Eat SCOTTISH SHELLFISH

## COLLABORATION WORKS FOR US!

Posting with collaborator's  
has increased views by  
circa 500%

Our voice is louder when  
we collaborate!





**AN OYSTER'S FLAVOUR  
MIRRORS THE  
ENVIRONMENT IT  
GROWS IN**





Eat  
SCOTTISH  
SHELLFISH

### Visit Eat Scottish Mussels

Discover the delicious taste and natural goodness of Scottish mussels.

Take me there

### Visit Eat Scottish Oysters

Explore the world of Scottish Oysters to rediscover this coastal treasure.

Coming Soon

Eat  
SCOTTISH  
SHELLFISH



Eat  
SCOTTISH  
MUSSELS



## BENEATH THE SURFACE OF THE PRISTINE WATERS

of the **West Coast of Scotland**  
and around the **Coast of Shetland**,  
there is a **quiet miracle** taking place  
where a **100% natural food**  
**source** is growing.



Now live

Eat  
SCOTTISH  
OYSTERS



## BENEATH SCOTLAND'S FLOWING TIDES, OYSTERS QUIETLY GROW

nurtured by **mineral-rich**, untamed  
waters, each oyster is **naturally**  
unique, reflecting its surroundings like a  
natural imprint of **sea, tide, and**  
**time.**



# DIGITAL STORYTELLING & CONTENT CREATION

Signposting:

Retailers

Media

PR

Consumers



# Eat SCOTTISH SHELLFISH

## EVENTS TO CONNECT AND CREATE NEW HABITS



**Eat SCOTTISH MUSSELS**

- ✓ COOK IN LESS THAN 5 MINUTES
- ✓ 13 ESSENTIAL NUTRIENTS
- ✓ SUSTAINABLE AND LOW IMPACT

**Buy Mussels**

Choose Champagne, Cajun Spiced or Plain  
All delicious and all great value

**Meet the Farmer**

Sam Laurenson, Shetland mussel farmer  
(Saturday only)

**Cookery Demo**

CJ Jackson, renowned chef, author and  
seafood advocate  
(Friday & Saturday at 1pm)

 learn more

[www.eatscottishmussels.co.uk](http://www.eatscottishmussels.co.uk)

[@eat.scottish.mussels](https://www.instagram.com/eat.scottish.mussels)

[eat.scottish.mussels](https://www.facebook.com/eat.scottish.mussels)

 Crown Estate Scotland  
Oighreachd a' Chrùin Alba



**BORDER UNION SHOW**

  
**Scottish Shellfish**

 **Crown Estate Scotland**  
Oighreachd a' Chrùin Alba




# Eat SCOTTISH SHELLFISH

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Mussels on a Mission: Scottish Shellfish Sustainable Stars at Border Union Show




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SCOTTISH SHELLFISH LAUNCHES  
NEW CONSUMER WEBSITE



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SEAFOOD

SCOTTISH FARMED SHELLFISH THE  
MICHELIN CHOICE




businessNEWS

All Sectors

Mussels on a Mission: Scottish Shellfish Sustainable Stars at Border Union Show

By Scottish Shellfish | 18th July, 2025





Sam Laurensen of Blueshell Mussels will be Kelso this weekend.

Photo: Euan Myles photography

COUNTRY LIFE

EVERY WEEK

AUGUST 20, 2025

The Scottish issue  
Glorious Glamis



Pages of the best properties for sale

The Thirty-Nine Steps: the world of John Buchan

How the Glasgow Boys transformed art

Autumn is early: what to do with your blackberries



LOOK at this!' exclaims Michael Tait, sweeping his yellow-wellied foot left and right across the jetty. Who'd have thought there were so many crabs down there?

His boat is clearing hundreds of legs, pinners and carapaces from crabs caught in the indigo depths of the beautiful Valla Sound in the south-west of Shetland. The remains are the work of sea otters that snooze, lunch and cavort only a few feet from Mr Tait's office door at Shetland Mussels. 'I see them all the time, they're not bothered by us,' he continues. 'And they don't eat the mussels.'

Elder ducks apparently do, however; shells and all. But then the killer whales eat the elder ducks—so Mr Tait isn't too worried. These are only some of the daily considerations woven into mussel farming in the vast depths of Shetland's voes or lochs. Sparsely populated, far flung and unpolluted, these waters make Scotland one of the world's great shellfish havens.

'A raw mussel looks like the very Devil, but tastes divine: sweet, fresh and subtle. I slurp them straight from the briny waters.'

Plump, sweet mussels are grown on farms across the region on enormous ropes that stretch down 50ft or more. Mr Tait sets nearly 2,000 miles of rope across several sites on the island, each encrusted with mussels like bristles on a beard. They descend into the dizzying depths as we chug through a stiff breeze, past snoozing seals and raiding parties of opportunist eiders. The aforementioned areas are often seen around Shetland ('A whale of a tale', July 30), indicating the purity of the water and the subsequent abundance of marine life. They've even been seen cruising between mussel ropes like oversized lane swimmers in a lido.

A raw mussel looks like the very Devil, but tastes divine: sweet, fresh and subtle. I slurp them straight from the briny waters, tossing the shells back overboard. As well as being low in calories, packed with easily digestible protein, vitamins, minerals and omega-3s, they also sieve plankton and clean the nutrient-rich currents. Plus, they sequester carbon by the bucketload in a quiet, unassuming way.

Claws célèbre: day-boat-caught brown crab is only one of the many seafood delicacies plucked from Scotland's vibrant waters



the latest specimens, wait their name suggests, are sought after that Roman Colchester back to Italy of overfishing and a dis out devastated local pr is now only found in any peninsula in Spain. C were introduced into to make up the shortfa ing that oysters shoul 'R' in the month appli oysters are available

'I've be for and langous years. I'm are know superb ea

'The Natives hav out Mr Brown pro the voe's surface a brates his tenacit oysters and will Shetland Natives grew in their the before they were Scottish shellf treasures of our who care for, ca



August 20, 2025 | Country Life | \$3



# Eat SCOTTISH SHELLFISH



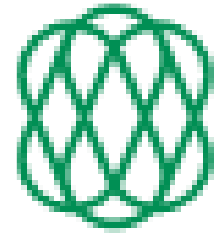


# Eat SCOTTISH SHELLFISH

## COLLABORATORS



WAITROSE  
& PARTNERS



Crown Estate  
Scotland  
Oighreachd a' Chrùin Alba

ASDA

SEAFOOD  
SCOTLAND



Scottish Shellfish

SCOTLAND  
FOOD & DRINK

seafish

brakes  
a Sysco company

WRIGHT BROS. L<sup>TD</sup>



Shellfish  
Association of Great Britain

gousto



Loch Fyne<sup>®</sup>



Cape Wrath  
Oysters

CITY OF GLASGOW  
COLLEGE

WEST COLLEGE  
SCOTLAND



ASSOCIATED  
— SEAFOODS —



# Eat SCOTTISH SHELLFISH

## THE NEXT BIG IDEAS!

**CITY** OF GLASGOW  
COLLEGE

**WEST COLLEGE**  
SCOTLAND



edinburgh  
**FOOD**  
SOCIAL



COMMUNITY FOOD AND SUSTAINABLE CATERING





STORYTELLI  
NG  
EMOTIONAL  
CONNECTION  
CREATE NEW  
HABITS

*Eat*  
**SCOTTISH  
SHELLFISH**